



Tourism & Events Department
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To: David Scholefield, Chairperson
 Tourism Development Commission

From: Steve Geiogamah, Tourism Development Manager

Date: March 21, 2017

Subject: Event Funding Recommendations

The following are event working group recommendations for TDC consideration. The event working group is comprised of TDC members and city and Experience Scottsdale staff

Event	Event Dates	Event Description	Location	Attendance FY 15/16	Funding FY 15/16	Recommended FY 16/17
The Mane Event	May 26-28, 2017	Horse Expo- Over 100 hours of equine education in the form of clinics, demos, lectures and presentations. The Mane Event is a place for all equine owners and riders to learn and shop. Requested \$25,000	WestWorld	N/A	N/A	*\$27,500-venue reimbursement
Art for Aunt Rita's	April 22, 2017	Art for Aunt Rita's is an official event of Aunt Rita's Foundation, an HIV/AIDS charitable non-profit organization in Phoenix, Arizona. The event will take place on Saturday, April 22, 2017 and will feature: A walking art tour of participating galleries with silent auctions and percent of sale donations; Retailer promotions in the Gallery District; Food and entertainment and Tito's Vodka liquor sampling in the Marshall Square Courtyard; A Health and Wellness zone in the Marshall Square courtyard using a vacant space in the square and offering free HIV testing, skin cancer screenings, and other health information. Requested \$3,000	Scottsdale Art Gallery District	N/A	N/A	\$0
Foster Family Fun Day	April 23, 2017	Free event open to all Foster Families in Arizona. Fun, games, food, bounce houses, activities, and much more. This is an opportunity for children in foster care to put aside the complications of their daily lives and for foster parents to relax and enjoy quality family time together. Requested \$10,081	Go AZ Motorcycle	N/A	N/A	\$0

*Recommended totals include the 10% additional funding for seasonality

Following a review and discussion, the event working group made recommendations to not fund the Art for Aunt Rita's or Foster Family Fun Day. The group determined that the Foster Family Fun Day application outlined a program that was not necessarily a community event with limited opportunity to draw a broad audience. The recommendation to not fund the Art for Aunt Rita's was based on the determination that the event was primarily a fundraiser. A working group vote of 3 to 2 to not fund followed discussion.

Funding Availability & Potential Options

There are currently tourism development event support funds available in the FY 2016/17 bed tax budget for event development. Pending TDC discussion, the following are options for consideration:

- 1) Approve event funding recommendations or other amount.
- 2) Direct staff to further evaluate the events and ask for further detail
- 3) Take no action or additional event evaluation

Alternatively, if there are additional questions or information needed for further consideration, staff will proceed accordingly.